

Call Tracking Marketing Practice Test Questions and Answers

1. ____ is a feature of Whisper.

- A) Reduces the volume of the call to a whisper
- B) Identifies the advertising source of the call
- C) Tells the caller to speak softly
- D) All of the above

2. In DNI, what is a 'number pool'?

- A) A collection of phone numbers reserved and rotated among concurrent website visitors to preserve session-level tracking
- B) A group of agents assigned to handle overflow calls
- C) A list of blocked numbers that cannot call the business
- D) A set of toll-free numbers available for purchase

3. What is a 'session-level' DNI assignment?

- A) Assigning numbers per day
- B) Giving each unique website visitor session its own tracking number
- C) Tracking only mobile sessions
- D) A call that lasts one session

4. In call analytics, what is a 'repeat caller'?

- A) A caller who hangs up and immediately calls back
- B) A caller whose phone number has been seen in the tracking system before
- C) A caller placed on hold more than once
- D) A robocall that dials repeatedly

Answers: 1-B 2-A 3-B 4-B

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